



FOR IMMEDIATE RELEASE

February 2, 2007

## FACT SHEET

### **SANDERS APPOINTS CITY REDEVELOPMENT EXECUTIVE**

#### *Weinrick to Manage Operations of City's Redevelopment Project Areas*

SAN DIEGO – Mayor Jerry Sanders this week announced the appointment of Janice Weinrick, a seasoned development professional, as Assistant Director of the City Planning and Community Investment Department and Deputy Executive Director for the City's Redevelopment Agency.

Weinrick, who brings nearly 27 years of redevelopment experience to the City, officially begins this week in the dual role as the Assistant Director of City Planning and Community Investment and the Deputy Executive Director of the City's Redevelopment Agency.

The Redevelopment Agency of the City of San Diego consists of three "divisions": the City Redevelopment Division (which provides overall agency management and is housed in the City Planning and Community Investment Department), the Centre City Development Corporation and the Southeastern Economic Development Corporation.

Weinrick will oversee 11 City-managed redevelopment project areas throughout San Diego, encompassing more than 7,600 acres and representing more than \$2 billion in investment underway and in the pipeline.

"We are at a critical juncture in San Diego with the near completion of the City's General Plan, our blueprint for growth over the next 20 years," said Mayor Jerry Sanders. "Redevelopment has increasingly become one of our primary tools to implement smart growth, revitalize neighborhoods and create more affordable housing in San Diego. Janice has the demonstrated skills for success that we need to maximize redevelopment opportunities in many of our older urban neighborhoods."

Most recently with the Olson Company, one of California's most successful builders of affordable urban communities, Weinrick oversaw land acquisition and project entitlements throughout San Diego. From 1992 through 2005, Weinrick served as the vice president for real

estate operations at Centre City Development Corporation (CCDC). In this capacity, Weinrick oversaw developer negotiations, affordable housing, planning, architecture, contracting, public works and acquisitions. While with CCDC, Weinrick was instrumental in the dramatic revitalization of Downtown San Diego, which has been transformed into several vibrant communities.

Weinrick also served 13 years as the redevelopment director for the City of La Mesa, focusing on the city's downtown commercial village and other redevelopment projects adjacent to existing and future San Diego Trolley stations.

“As a second generation native of San Diego who grew up in the development industry, I am excited to continue working with community partners to keep the momentum of revitalization going strong,” said Weinrick.

Weinrick holds a Bachelor of Arts degree in Family Studies and Consumer Sciences from San Diego State University. She is a full member of the Urban Land Institute, a member of the California Redevelopment Association, and the incoming president of the San Diego Chapter of the Lambda Alpha International, an honorary land economics society.

# # #